



WDAF-TV

# ORDER

Print Date 10/25/12 Page 1 of 5

Flight Dates 10/16/12-10/29/12

Contract / Revision 583436 /

Original Date / Revision  
10/25/12 10/25/12

Advertiser Senate Majority Pac

Agency Waterfront Strategies

Buying Contact

1010 Wisconsin Avenue  
Suite 800  
Washington, DC 20007

Product  
MAJORITY PAC

Agency Com 15%

Billing Contact

1010 Wisconsin Avenue  
Suite 800  
Washington, DC 20007

Sales Office DC-M

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 2093

Alt Order # 09844674

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes SP-POL ISS GEN

Product Codes PL1Gc, PL2C

Priority 1

Advertiser Ref

Primary Account Executive  
Dan Driscoll

| Account Executive | Order% | Start Date | End Date |
|-------------------|--------|------------|----------|
| Dan Driscoll      | 100%   |            |          |

Order Share 22% Market Value 303727

| Competing Station | % of Order | Amount |
|-------------------|------------|--------|
| KCPT              | %          | 0      |
| KCTV              | 22%        | 66820  |
| KCWE              | %          | 0      |
| KMBC              | 31%        | 94155  |
| KMCI              | %          | 0      |
| KPXE              | %          | 0      |
| KSHB              | 25%        | 75931  |
| KSMO              | %          | 0      |

## Order Totals

## Billing Plan

| Month         | # of Spots | Net Amount         | Gross Amount       | Rating      | Start Date | End Date | # Spots | Net Amount  | Gross Amount |
|---------------|------------|--------------------|--------------------|-------------|------------|----------|---------|-------------|--------------|
| October 2012  | 61         | \$51,782.00        | \$60,920.00        | 0.00        | 10/01/12   | 10/28/12 | 61      | \$51,782.00 | \$60,920.00  |
| November 2012 | 3          | \$5,015.00         | \$5,900.00         | 0.00        | 10/29/12   | 10/29/12 | 3       | \$5,015.00  | \$5,900.00   |
| <b>Totals</b> | <b>64</b>  | <b>\$56,797.00</b> | <b>\$66,820.00</b> | <b>0.00</b> |            |          |         |             |              |

| Ln         | Ch | Start             | End             | Inventory Code   | Break             | Start/End Time            | Days        | Len | Spots         | Rate     | Pri | Rtg  | Type | Spots | Amount     |
|------------|----|-------------------|-----------------|------------------|-------------------|---------------------------|-------------|-----|---------------|----------|-----|------|------|-------|------------|
| 1          | 4  | 10/16/12          | 10/26/12        | M-F 7-9a<br>7-8a | CM-All            | 7-8a<br>(7:00 AM-8:00 AM) | -TWTF--     | :30 | 2             | \$825.00 | 1   | 0.00 | NM   | 4     | \$3,300.00 |
| FOX 4 NEWS |    |                   |                 |                  |                   |                           |             |     |               |          |     |      |      |       |            |
|            |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  | <u>Spots/Week</u> |                           | <u>Rate</u> |     | <u>Rating</u> |          |     |      |      |       |            |
| Week:      |    | 10/15/12          | 10/21/12        | -TWTF--          | 2                 |                           | \$825.00    |     | 0.00          |          |     |      |      |       |            |
| Week:      |    | 10/22/12          | 10/28/12        | -TWTF--          | 2                 |                           | \$825.00    |     | 0.00          |          |     |      |      |       |            |
| 2          | 4  | 10/16/12          | 10/26/12        | M-F 7-9a<br>8-9a | CM-All            | 8-9a<br>(8:00 AM-9:00 AM) | -TWTF--     | :30 | 2             | \$825.00 | 1   | 0.00 | NM   | 4     | \$3,300.00 |
| FOX 4 NEWS |    |                   |                 |                  |                   |                           |             |     |               |          |     |      |      |       |            |
|            |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  | <u>Spots/Week</u> |                           | <u>Rate</u> |     | <u>Rating</u> |          |     |      |      |       |            |
| Week:      |    | 10/15/12          | 10/21/12        | -TWTF--          | 2                 |                           | \$825.00    |     | 0.00          |          |     |      |      |       |            |
| Week:      |    | 10/22/12          | 10/28/12        | -TWTF--          | 2                 |                           | \$825.00    |     | 0.00          |          |     |      |      |       |            |
| 3          | 4  | 10/20/12          | 10/27/12        | Sa 7-9a<br>7-8a  | CM-All            | 7-8a<br>(7:00 AM-8:00 AM) | -----S-     | :30 | 1             | \$800.00 | 1   | 0.00 | NM   | 2     | \$1,600.00 |





WDAF-TV

Print Date: 10/25/12

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Contract / Revision **583436** Flight Dates **10/16/12-10/29/12**

Hiatus Dates

Original Date / Revision 10/25/12/ 10/25/12

Order Sep 00:15:00

Advertiser **Senate Majority Pac**

Product **MAJORITY PAC**

Estimate # **2093**

| Ln               | Ch        | Start             | End             | Inventory Code                          | Break                 | Start/End Time                | Days                       | Len           | Spots             | Rate                    | Pri | Rtg           | Type        | Totals |            |
|------------------|-----------|-------------------|-----------------|---|-----------------------|-------------------------------|----------------------------|---------------|-------------------|-------------------------|-----|---------------|-------------|--------|------------|
|                  |           |                   |                 |   |                       |                               |                            |               |                   |                         |     |               |             | Spots  | Amount     |
| 12               | 4         | 10/16/12          | 10/26/12        | M-F 5-6p<br>5-530p                      | CM-All                | 5-530p<br>(5:00 PM-5:30 PM)   | -TWTF--                    | :30           | 2                 | \$1,000.00              | 1   | 0.00          | NM          | 4      | \$4,000.00 |
| FOX 4 NEWS       |           |                   |                 |   |                       |                               |                            |               |                   |                         |     |               |             |        |            |
|                  |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                         |                       |                               |                            |               | <u>Spots/Week</u> | <u>Rate</u>             |     | <u>Rating</u> |             |        |            |
| Week:            |           | 10/15/12          | 10/21/12        | -TWTF--                                 |                       |                               |                            |               | 2                 | \$1,000.00              |     | 0.00          |             |        |            |
| Week:            |           | 10/22/12          | 10/28/12        | -TWTF--                                 |                       |                               |                            |               | 2                 | \$1,000.00              |     | 0.00          |             |        |            |
| 13               | 4         | 10/16/12          | 10/26/12        | M-F 5-6p<br>530-6p                      | CM-All                | 530-6p<br>(5:30 PM-6:00 PM)   | -TWTF--                    | :30           | 2                 | \$1,000.00              | 1   | 0.00          | NM          | 4      | \$4,000.00 |
| FOX 4 NEWS       |           |                   |                 |   |                       |                               |                            |               |                   |                         |     |               |             |        |            |
|                  |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                         |                       |                               |                            |               | <u>Spots/Week</u> | <u>Rate</u>             |     | <u>Rating</u> |             |        |            |
| Week:            |           | 10/15/12          | 10/21/12        | -TWTF--                                 |                       |                               |                            |               | 2                 | \$1,000.00              |     | 0.00          |             |        |            |
| Week:            |           | 10/22/12          | 10/28/12        | -TWTF--                                 |                       |                               |                            |               | 2                 | \$1,000.00              |     | 0.00          |             |        |            |
| 14               | 4         | 10/16/12          | 10/26/12        | M-F 6-630p<br>M-F 6-630p                | CM-All                | 6-630p                        | -TWTF--                    | :30           | 2                 | \$1,440.00              | 1   | 0.00          | NM          | 4      | \$5,760.00 |
| FOX 4 NEWS AT 6P |           |                   |                 |   |                       |                               |                            |               |                   |                         |     |               |             |        |            |
|                  |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                         |                       |                               |                            |               | <u>Spots/Week</u> | <u>Rate</u>             |     | <u>Rating</u> |             |        |            |
| Week:            |           | 10/15/12          | 10/21/12        | -TWTF--                                 |                       |                               |                            |               | 2                 | \$1,440.00              |     | 0.00          |             |        |            |
| Week:            |           | 10/22/12          | 10/28/12        | -TWTF--                                 |                       |                               |                            |               | 2                 | \$1,440.00              |     | 0.00          |             |        |            |
| 18               | 4         | 10/29/12          | 10/29/12        | Monday Prime A<br>FOX Prime Monday 7-8p | CM-All                | 7p-8p                         | M-----                     | :30           | 1                 | \$3,300.00              | 1   | 0.00          | NM          | 0      | \$0.00     |
| BONES            |           |                   |                 |   |                       |                               |                            |               |                   |                         |     |               |             |        |            |
|                  |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                         |                       |                               |                            |               | <u>Spots/Week</u> | <u>Rate</u>             |     | <u>Rating</u> |             |        |            |
| Week:            |           | 10/29/12          | 11/04/12        | M-----                                  |                       |                               |                            |               | 1                 | \$3,300.00              |     | 0.00          |             |        |            |
| <u>Spot</u>      | <u>Ch</u> | <u>Date Range</u> |                 | <u>Description</u>                      | <u>Start/End Time</u> |                               | <u>Weekdays</u>            | <u>Length</u> |                   | <u>Rate</u>             |     | <u>Rtg</u>    | <u>Type</u> |        |            |
| 1                | 4         | 10/29/12-11/04/12 |                 | Monday Prime A                          | 7p-8p                 |                               | M-----                     | :30           |                   | <del>(\$3,300.00)</del> |     | 0.00          | NM          |        |            |
| Credited         |           |                   |                 |   |                       |                               |                            |               |                   |                         |     |               |             |        |            |
| 17               | 4         | 10/29/12          | 10/29/12        | Monday Prime B<br>FOX Prime Monday 8-9p | CM-All                | 8p-9p                         | M-----                     | :30           | 1                 | \$1,800.00              | 2   | 0.00          | NM          | 1      | \$1,800.00 |
| MOB DR           |           |                   |                 |   |                       |                               |                            |               |                   |                         |     |               |             |        |            |
|                  |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                         |                       |                               |                            |               | <u>Spots/Week</u> | <u>Rate</u>             |     | <u>Rating</u> |             |        |            |
| Week:            |           | 10/29/12          | 11/04/12        | M-----                                  |                       |                               |                            |               | 1                 | \$1,800.00              |     | 0.00          |             |        |            |
| 20               | 4         | 10/23/12          | 10/26/12        | M-F 9-10p<br>9-930p                     | CM-All                | 9-930p<br>(9:00 PM-9:30 PM)   | -T--F--                    | :30           | 2                 | \$1,800.00              | 1   | 0.00          | NM          | 1      | \$1,800.00 |
| FOX 4 NEWS       |           |                   |                 |   |                       |                               |                            |               |                   |                         |     |               |             |        |            |
|                  |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                         |                       |                               |                            |               | <u>Spots/Week</u> | <u>Rate</u>             |     | <u>Rating</u> |             |        |            |
| Week:            |           | 10/22/12          | 10/28/12        | -T--F--                                 |                       |                               |                            |               | 2                 | \$1,800.00              |     | 0.00          |             |        |            |
| <u>Spot</u>      | <u>Ch</u> | <u>Date Range</u> |                 | <u>Description</u>                      | <u>Start/End Time</u> |                               | <u>Weekdays</u>            | <u>Length</u> |                   | <u>Rate</u>             |     | <u>Rtg</u>    | <u>Type</u> |        |            |
| 3                | 4         | 10/22/12-10/28/12 |                 | M-F 9-10p                               | 9-930p                |                               | (9:00 PM-9:30 PM) P-T--F-- | :30           |                   | <del>(\$1,800.00)</del> |     | 0.00          | NM          |        |            |
| Credited         |           |                   |                 |   |                       |                               |                            |               |                   |                         |     |               |             |        |            |
| 21               | 4         | 10/16/12          | 10/26/12        | M-F 9-10p<br>930-10p                    | CM-All                | 930-10p<br>(9:30 PM-10:00 PM) | -TWTF--                    | :30           | 2                 | \$1,800.00              | 1   | 0.00          | NM          | 4      | \$7,200.00 |
| FOX 4 NEWS       |           |                   |                 |   |                       |                               |                            |               |                   |                         |     |               |             |        |            |
|                  |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                         |                       |                               |                            |               | <u>Spots/Week</u> | <u>Rate</u>             |     | <u>Rating</u> |             |        |            |
| Week:            |           | 10/15/12          | 10/21/12        | --WTF--                                 |                       |                               |                            |               | 2                 | \$1,800.00              |     | 0.00          |             |        |            |
| Week:            |           | 10/22/12          | 10/28/12        | -TWTF--                                 |                       |                               |                            |               | 2                 | \$1,800.00              |     | 0.00          |             |        |            |
| 22               | 4         | 10/21/12          | 10/28/12        | SU 1102-1132P<br>Su 1102-1132p          | CM-All                | 1102-1132p                    | -----S                     | :30           | 1                 | \$200.00                | 2   | 0.00          | NM          | 2      | \$400.00   |
| SEINFELD         |           |                   |                 |   |                       |                               |                            |               |                   |                         |     |               |             |        |            |
|                  |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                         |                       |                               |                            |               | <u>Spots/Week</u> | <u>Rate</u>             |     | <u>Rating</u> |             |        |            |
| Week:            |           | 10/15/12          | 10/21/12        | -----S                                  |                       |                               |                            |               | 1                 | \$200.00                |     | 0.00          |             |        |            |
| Week:            |           | 10/22/12          | 10/28/12        | -----S                                  |                       |                               |                            |               | 1                 | \$200.00                |     | 0.00          |             |        |            |
| 23               | 4         | 10/21/12          | 10/21/12        | SU 1132-1232A<br>Su 1132-1232a          | CM-All                | 1132-1232a                    | -----S                     | :30           | 1                 | \$100.00                | 2   | 0.00          | NM          | 1      | \$100.00   |







WDAF-TV

## ORDER

Print Date 10/22/12

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Flight Dates 10/16/12-10/29/12

Contract / Revision 583436 /

Original Date / Revision  
10/22/12 10/22/12

Advertiser Senate Majority Pac

Agency Waterfront Strategies

Buying Contact

1010 Wisconsin Avenue  
Suite 800  
Washington, DC 20007Primary Account Executive  
Dan Driscoll

| Account Executive | Order% | Start Date | End Date |
|-------------------|--------|------------|----------|
| Dan Driscoll      | 100%   |            |          |

Product  
MAJORITY PAC

Agency Com 15%

Billing Contact

1010 Wisconsin Avenue  
Suite 800  
Washington, DC 20007

Sales Office DC-M

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 2093

Alt Order # 09844674

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes SP-POL ISS GEN

Product Codes PL1Gc, PL2C

Priority 1

Advertiser Ref

Order Share 22% Market Value 326909

| Competing Station | % of Order | Amount |
|-------------------|------------|--------|
| KCPT              | %          | 0      |
| KCTV              | 22%        | 71920  |
| KCWE              | %          | 0      |
| KMBC              | 31%        | 101341 |
| KMCI              | %          | 0      |
| KPXE              | %          | 0      |
| KSHB              | 25%        | 81727  |
| KSMO              | %          | 0      |

## Order Totals

## Billing Plan

| Month         | # of Spots | Net Amount         | Gross Amount       | Rating      | Start Date | End Date | # Spots | Net Amount  | Gross Amount |
|---------------|------------|--------------------|--------------------|-------------|------------|----------|---------|-------------|--------------|
| October 2012  | 63         | \$54,842.00        | \$64,520.00        | 0.00        | 10/01/12   | 10/28/12 | 63      | \$54,842.00 | \$64,520.00  |
| November 2012 | 4          | \$6,290.00         | \$7,400.00         | 0.00        | 10/29/12   | 10/29/12 | 4       | \$6,290.00  | \$7,400.00   |
| <b>Totals</b> | <b>67</b>  | <b>\$61,132.00</b> | <b>\$71,920.00</b> | <b>0.00</b> |            |          |         |             |              |

| Ln         | Ch | Start             | End             | Inventory Code   | Break  | Start/End Time            | Days    | Len | Spots | Rate        | Pri | Rtg           | Type | Totals<br>Spots Amount |            |
|------------|----|-------------------|-----------------|------------------|--------|---------------------------|---------|-----|-------|-------------|-----|---------------|------|------------------------|------------|
| 1          | 4  | 10/16/12          | 10/26/12        | M-F 7-9a<br>7-8a | CM-All | 7-8a<br>(7:00 AM-8:00 AM) | -TWTF-- | :30 | 2     | \$825.00    | 1   | 0.00          | NM   | 4                      | \$3,300.00 |
| FOX 4 NEWS |    |                   |                 |                  |        |                           |         |     |       |             |     |               |      |                        |            |
|            |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  |        | <u>Spots/Week</u>         |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |                        |            |
|            |    | Week: 10/15/12    | 10/21/12        | -TWTF--          |        | 2                         |         |     |       | \$825.00    |     | 0.00          |      |                        |            |
|            |    | Week: 10/22/12    | 10/28/12        | -TWTF--          |        | 2                         |         |     |       | \$825.00    |     | 0.00          |      |                        |            |
| 2          | 4  | 10/16/12          | 10/26/12        | M-F 7-9a<br>8-9a | CM-All | 8-9a<br>(8:00 AM-9:00 AM) | -TWTF-- | :30 | 2     | \$825.00    | 1   | 0.00          | NM   | 4                      | \$3,300.00 |
| FOX 4 NEWS |    |                   |                 |                  |        |                           |         |     |       |             |     |               |      |                        |            |
|            |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  |        | <u>Spots/Week</u>         |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |                        |            |
|            |    | Week: 10/15/12    | 10/21/12        | -TWTF--          |        | 2                         |         |     |       | \$825.00    |     | 0.00          |      |                        |            |
|            |    | Week: 10/22/12    | 10/28/12        | -TWTF--          |        | 2                         |         |     |       | \$825.00    |     | 0.00          |      |                        |            |
| 3          | 4  | 10/20/12          | 10/27/12        | Sa 7-9a<br>7-8a  | CM-All | 7-8a<br>(7:00 AM-8:00 AM) | -----S- | :30 | 1     | \$1,600.00  | 1   | 0.00          | NM   | 2                      | \$1,600.00 |

**Contract / Revision**      **583436**      **Flight Dates** 10/16/12-10/29/12

|                       |    |                   |                 |                                    |        |                             |         |     |                   |             |     |               |      | Totals |            |
|-----------------------|----|-------------------|-----------------|------------------------------------|--------|-----------------------------|---------|-----|-------------------|-------------|-----|---------------|------|--------|------------|
| Ln                    | Ch | Start             | End             | Inventory Code                     | Break  | Start/End Time              | Days    | Len | Spots             | Rate        | Pri | Rtg           | Type | Spots  | Amount     |
| FOX 4 NEWS            |    |                   |                 |                                    |        |                             |         |     |                   |             |     |               |      |        |            |
|                       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                    |        |                             |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|                       |    | Week: 10/15/12    | 10/21/12        | -----S-                            |        |                             |         |     | 1                 | \$800.00    |     | 0.00          |      |        |            |
|                       |    | Week: 10/22/12    | 10/28/12        | -----S-                            |        |                             |         |     | 1                 | \$800.00    |     | 0.00          |      |        |            |
| 4                     | 4  | 10/20/12          | 10/27/12        | Sa 7-9a<br>8-9a                    | CM-All | 8-9a<br>(8:00 AM-9:00 AM)   | -----S- | :30 | 1                 | \$800.00    | 1   | 0.00          | NM   | 2      | \$1,600.00 |
| FOX 4 NEWS            |    |                   |                 |                                    |        |                             |         |     |                   |             |     |               |      |        |            |
|                       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                    |        |                             |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|                       |    | Week: 10/15/12    | 10/21/12        | -----S-                            |        |                             |         |     | 1                 | \$800.00    |     | 0.00          |      |        |            |
|                       |    | Week: 10/22/12    | 10/28/12        | -----S-                            |        |                             |         |     | 1                 | \$800.00    |     | 0.00          |      |        |            |
| 5                     | 4  | 10/21/12          | 10/21/12        | Su 7-9a<br>7-8a                    | CM-All | 7-8a<br>(7:00 AM-8:00 AM)   | -----S  | :30 | 1                 | \$500.00    | 1   | 0.00          | NM   | 1      | \$500.00   |
| FOX 4 NEWS            |    |                   |                 |                                    |        |                             |         |     |                   |             |     |               |      |        |            |
|                       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                    |        |                             |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|                       |    | Week: 10/15/12    | 10/21/12        | -----S                             |        |                             |         |     | 1                 | \$500.00    |     | 0.00          |      |        |            |
| 6                     | 4  | 10/21/12          | 10/28/12        | Su 7-9a<br>8-9a                    | CM-All | 8-9a<br>(8:00 AM-9:00 AM)   | -----S  | :30 | 1                 | \$500.00    | 1   | 0.00          | NM   | 2      | \$1,000.00 |
| FOX 4 NEWS            |    |                   |                 |                                    |        |                             |         |     |                   |             |     |               |      |        |            |
|                       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                    |        |                             |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|                       |    | Week: 10/15/12    | 10/21/12        | -----S                             |        |                             |         |     | 1                 | \$500.00    |     | 0.00          |      |        |            |
|                       |    | Week: 10/22/12    | 10/28/12        | -----S                             |        |                             |         |     | 1                 | \$500.00    |     | 0.00          |      |        |            |
| 7                     | 4  | 10/21/12          | 10/28/12        | FOX News Sunday<br>FOX News Sunday | CM-All | 9a-10a                      | -----S  | :30 | 1                 | \$500.00    | 1   | 0.00          | NM   | 2      | \$1,000.00 |
| FOX 4 NEWS            |    |                   |                 |                                    |        |                             |         |     |                   |             |     |               |      |        |            |
|                       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                    |        |                             |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|                       |    | Week: 10/15/12    | 10/21/12        | -----S                             |        |                             |         |     | 1                 | \$500.00    |     | 0.00          |      |        |            |
|                       |    | Week: 10/22/12    | 10/28/12        | -----S                             |        |                             |         |     | 1                 | \$500.00    |     | 0.00          |      |        |            |
| 8                     | 4  | 10/16/12          | 10/26/12        | M-F 9-10a<br>M-F 9-10a             | CM-All | 9-10a                       | -TWTF-- | :30 | 1                 | \$500.00    | 1   | 0.00          | NM   | 2      | \$1,000.00 |
| FOX 4 NEWS AT 9A      |    |                   |                 |                                    |        |                             |         |     |                   |             |     |               |      |        |            |
|                       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                    |        |                             |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|                       |    | Week: 10/15/12    | 10/21/12        | -TWTF--                            |        |                             |         |     | 1                 | \$500.00    |     | 0.00          |      |        |            |
|                       |    | Week: 10/22/12    | 10/28/12        | -TWTF--                            |        |                             |         |     | 1                 | \$500.00    |     | 0.00          |      |        |            |
| 9                     | 4  | 10/16/12          | 10/26/12        | M-F 12p-1p<br>M-F 12-1p            | CM-All | 12-1p                       | -TWTF-- | :30 | 2                 | \$500.00    | 1   | 0.00          | NM   | 4      | \$2,000.00 |
| FOX 4 NEWS AT NOON    |    |                   |                 |                                    |        |                             |         |     |                   |             |     |               |      |        |            |
|                       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                    |        |                             |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|                       |    | Week: 10/15/12    | 10/21/12        | -TWTF--                            |        |                             |         |     | 2                 | \$500.00    |     | 0.00          |      |        |            |
|                       |    | Week: 10/22/12    | 10/28/12        | -TWTF--                            |        |                             |         |     | 2                 | \$500.00    |     | 0.00          |      |        |            |
| 10                    | 4  | 10/16/12          | 10/26/12        | M-F 3-4p<br>M-F 3-4p               | CM-All | 3-4p                        | -TWTF-- | :30 | 2                 | \$150.00    | 2   | 0.00          | NM   | 4      | \$600.00   |
| JUDGE JOE/JUDGE JOE   |    |                   |                 |                                    |        |                             |         |     |                   |             |     |               |      |        |            |
|                       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                    |        |                             |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|                       |    | Week: 10/15/12    | 10/21/12        | ---TF--                            |        |                             |         |     | 2                 | \$150.00    |     | 0.00          |      |        |            |
|                       |    | Week: 10/22/12    | 10/28/12        | -TWTF--                            |        |                             |         |     | 2                 | \$150.00    |     | 0.00          |      |        |            |
| 11                    | 4  | 10/16/12          | 10/26/12        | M-F 4-5p<br>M-F 4-5p               | CM-All | 4-5p                        | -TWTF-- | :30 | 1                 | \$375.00    | 2   | 0.00          | NM   | 2      | \$750.00   |
| JUDGE JUDY/JUDGE JUDY |    |                   |                 |                                    |        |                             |         |     |                   |             |     |               |      |        |            |
|                       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                    |        |                             |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|                       |    | Week: 10/15/12    | 10/21/12        | -TWTF--                            |        |                             |         |     | 1                 | \$375.00    |     | 0.00          |      |        |            |
|                       |    | Week: 10/22/12    | 10/28/12        | -TWTF--                            |        |                             |         |     | 1                 | \$375.00    |     | 0.00          |      |        |            |
| 12                    | 4  | 10/16/12          | 10/26/12        | M-F 5-530p<br>5-530p               | CM-All | 5-530p<br>(5:00 PM-5:30 PM) | -TWTF-- | :30 | 2                 | \$1,000.00  | 1   | 0.00          | NM   | 4      | \$4,000.00 |
| FOX 4 NEWS            |    |                   |                 |                                    |        |                             |         |     |                   |             |     |               |      |        |            |



WDAF-TV

Print Date: 10/22/12

Page 3 of 4

Contract / Revision 583436 Flight Dates 10/16/12-10/29/12

Hiatus Dates

Original Date / Revision 10/22/12/ 10/22/12

Order Sep 00:15:00

Advertiser Senate Majority Pac

Product MAJORITY PAC

Estimate # 2093

| Ln               | Ch | Start             | End             | Inventory Code                          | Break  | Start/End Time                | Days    | Len | Spots             | Rate        | Pri | Rtg           | Type | Totals |            |
|------------------|----|-------------------|-----------------|---|--------|-------------------------------|---------|-----|-------------------|-------------|-----|---------------|------|--------|------------|
|                  |    |                   |                 |   |        |                               |         |     |                   |             |     |               |      | Spots  | Amount     |
| 12               | 4  | 10/16/12          | 10/26/12        | M-F 5-6p<br>5-530p                      | CM-All | 5-530p<br>(5:00 PM-5:30 PM)   | -TWTF-- | :30 | 2                 | \$1,000.00  | 1   | 0.00          | NM   | 4      | \$4,000.00 |
| FOX 4 NEWS       |    |                   |                 |   |        |                               |         |     |                   |             |     |               |      |        |            |
|                  |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                         |        |                               |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week:            |    | 10/15/12          | 10/21/12        | -TWTF--                                 |        |                               |         |     | 2                 | \$1,000.00  |     | 0.00          |      |        |            |
| Week:            |    | 10/22/12          | 10/28/12        | -TWTF--                                 |        |                               |         |     | 2                 | \$1,000.00  |     | 0.00          |      |        |            |
| 13               | 4  | 10/16/12          | 10/26/12        | M-F 5-6p<br>530-6p                      | CM-All | 530-6p<br>(5:30 PM-6:00 PM)   | -TWTF-- | :30 | 2                 | \$1,000.00  | 1   | 0.00          | NM   | 4      | \$4,000.00 |
| FOX 4 NEWS       |    |                   |                 |   |        |                               |         |     |                   |             |     |               |      |        |            |
|                  |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                         |        |                               |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week:            |    | 10/15/12          | 10/21/12        | -TWTF--                                 |        |                               |         |     | 2                 | \$1,000.00  |     | 0.00          |      |        |            |
| Week:            |    | 10/22/12          | 10/28/12        | -TWTF--                                 |        |                               |         |     | 2                 | \$1,000.00  |     | 0.00          |      |        |            |
| 14               | 4  | 10/16/12          | 10/26/12        | M-F 6-630p<br>M-F 6-630p                | CM-All | 6-630p                        | -TWTF-- | :30 | 2                 | \$1,440.00  | 1   | 0.00          | NM   | 4      | \$5,760.00 |
| FOX 4 NEWS AT 6P |    |                   |                 |   |        |                               |         |     |                   |             |     |               |      |        |            |
|                  |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                         |        |                               |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week:            |    | 10/15/12          | 10/21/12        | -TWTF--                                 |        |                               |         |     | 2                 | \$1,440.00  |     | 0.00          |      |        |            |
| Week:            |    | 10/22/12          | 10/28/12        | -TWTF--                                 |        |                               |         |     | 2                 | \$1,440.00  |     | 0.00          |      |        |            |
| 16               | 4  | 10/29/12          | 10/29/12        | Monday Prime A<br>FOX Prime Monday 7-8p | CM-All | 7p-8p                         | M-----  | :30 | 1                 | \$3,300.00  | 1   | 0.00          | NM   | 1      | \$3,300.00 |
| BONES            |    |                   |                 |   |        |                               |         |     |                   |             |     |               |      |        |            |
|                  |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                         |        |                               |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week:            |    | 10/29/12          | 11/04/12        | M-----                                  |        |                               |         |     | 1                 | \$3,300.00  |     | 0.00          |      |        |            |
| 17               | 4  | 10/29/12          | 10/29/12        | Monday Prime B<br>FOX Prime Monday 8-9p | CM-All | 8p-9p                         | M-----  | :30 | 1                 | \$1,800.00  | 2   | 0.00          | NM   | 1      | \$1,800.00 |
| MOB DR           |    |                   |                 |   |        |                               |         |     |                   |             |     |               |      |        |            |
|                  |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                         |        |                               |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week:            |    | 10/29/12          | 11/04/12        | M-----                                  |        |                               |         |     | 1                 | \$1,800.00  |     | 0.00          |      |        |            |
| 20               | 4  | 10/23/12          | 10/26/12        | M-F 9-10p<br>9-930p                     | CM-All | 9-930p<br>(9:00 PM-9:30 PM)   | -T--F-- | :30 | 2                 | \$1,800.00  | 1   | 0.00          | NM   | 2      | \$3,600.00 |
| FOX 4 NEWS       |    |                   |                 |   |        |                               |         |     |                   |             |     |               |      |        |            |
|                  |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                         |        |                               |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week:            |    | 10/22/12          | 10/28/12        | -T--F--                                 |        |                               |         |     | 2                 | \$1,800.00  |     | 0.00          |      |        |            |
| E 21             | 4  | 10/16/12          | 10/26/12        | M-F 9-10p<br>930-10p                    | CM-All | 930-10p<br>(9:30 PM-10:00 PM) | -TWTF-- | :30 | 2                 | \$1,800.00  | 1   | 0.00          | NM   | 4      | \$7,200.00 |
| FOX 4 NEWS       |    |                   |                 |   |        |                               |         |     |                   |             |     |               |      |        |            |
|                  |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                         |        |                               |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week:            |    | 10/15/12          | 10/21/12        | --WTF--                                 |        |                               |         |     | 2                 | \$1,800.00  |     | 0.00          |      |        |            |
| Week:            |    | 10/22/12          | 10/28/12        | -TWTF--                                 |        |                               |         |     | 2                 | \$1,800.00  |     | 0.00          |      |        |            |
| 22               | 4  | 10/21/12          | 10/28/12        | SU 1102-1132P<br>Su 1102-1132p          | CM-All | 1102-1132p                    | -----S  | :30 | 1                 | \$200.00    | 2   | 0.00          | NM   | 2      | \$400.00   |
| SEINFELD         |    |                   |                 |   |        |                               |         |     |                   |             |     |               |      |        |            |
|                  |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                         |        |                               |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week:            |    | 10/15/12          | 10/21/12        | -----S                                  |        |                               |         |     | 1                 | \$200.00    |     | 0.00          |      |        |            |
| Week:            |    | 10/22/12          | 10/28/12        | -----S                                  |        |                               |         |     | 1                 | \$200.00    |     | 0.00          |      |        |            |
| 23               | 4  | 10/21/12          | 10/21/12        | SU 1132-1232A<br>Su 1132-1232a          | CM-All | 1132-1232a                    | -----S  | :30 | 1                 | \$100.00    | 2   | 0.00          | NM   | 1      | \$100.00   |
| BURN NOTICE      |    |                   |                 |   |        |                               |         |     |                   |             |     |               |      |        |            |
|                  |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                         |        |                               |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week:            |    | 10/15/12          | 10/21/12        | -----S                                  |        |                               |         |     | 1                 | \$100.00    |     | 0.00          |      |        |            |
| 24               | 4  | 10/28/12          | 10/28/12        | SU 1232A-132A<br>Su 1232-132a           | CM-All | 1232-132a                     | -----S  | :30 | 1                 | \$60.00     | 2   | 0.00          | NM   | 1      | \$60.00    |
| BONES            |    |                   |                 |   |        |                               |         |     |                   |             |     |               |      |        |            |
|                  |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                         |        |                               |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |



| Ln               | Ch | Start             | End             | Inventory Code                                     | Break  | Start/End Time             | Days    | Len | Spots             | Rate        | Pri | Rtg           | Type | Totals<br>SpotsAmount |            |             |
|------------------|----|-------------------|-----------------|--|--------|----------------------------|---------|-----|-------------------|-------------|-----|---------------|------|-----------------------|------------|-------------|
| 24               | 4  | 10/26/12          | 10/26/12        | SU 1232A-132A<br>Su 1232-132a                      | CM-All | 1232-132a                  | -----S  | :30 | 1                 | \$60.00     | 2   | 0.00          | NM   | 1                     | \$60.00    |             |
| BONES            |    |                   |                 |  |        |                            |         |     |                   |             |     |               |      |                       |            |             |
|                  |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                    |        |                            |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |                       |            |             |
| Week:            |    | 10/22/12          | 10/28/12        | -----S   |        |                            |         |     | 1                 | \$60.00     |     | 0.00          |      |                       |            |             |
| 25               | 4  | 10/24/12          | 10/24/12        | World Series<br>World Series on FOX                | CM-All | 7p-CC                      | --W---- | :30 | 1                 | \$2,300.00  | 2   | 0.00          | NM   | 1                     | \$2,300.00 |             |
| WORLD SERIES #1  |    |                   |                 |  |        |                            |         |     |                   |             |     |               |      |                       |            |             |
|                  |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                    |        |                            |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |                       |            |             |
| Week:            |    | 10/22/12          | 10/28/12        | --W----  |        |                            |         |     | 1                 | \$2,300.00  |     | 0.00          |      |                       |            |             |
| 27               | 4  | 10/22/12          | 10/29/12        | M-F 9-10a<br>M-F 9-10a                             | CM-All | 9-10a                      | M-----  | :30 | 1                 | \$500.00    | 1   | 0.00          | NM   | 2                     | \$1,000.00 |             |
| FOX 4 NEWS AT 9A |    |                   |                 |  |        |                            |         |     |                   |             |     |               |      |                       |            |             |
|                  |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                    |        |                            |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |                       |            |             |
| Week:            |    | 10/22/12          | 10/28/12        | M-----   |        |                            |         |     | 1                 | \$500.00    |     | 0.00          |      |                       |            |             |
| Week:            |    | 10/29/12          | 11/04/12        | M-----   |        |                            |         |     | 1                 | \$500.00    |     | 0.00          |      |                       |            |             |
| 28               | 4  | 10/22/12          | 10/29/12        | M-F 9-10p<br>9-00p                                 | CM-All | 9-00p<br>(9:00 PM-9:30 PM) | M-----  | :30 | 1                 | \$1,800.00  | 1   | 0.00          | NM   | 2                     | \$3,600.00 |             |
| FOX 4 NEWS       |    |                   |                 |  |        |                            |         |     |                   |             |     |               |      |                       |            |             |
|                  |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                    |        |                            |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |                       |            |             |
| Week:            |    | 10/22/12          | 10/28/12        | M-----   |        |                            |         |     | 1                 | \$1,800.00  |     | 0.00          |      |                       |            |             |
| Week:            |    | 10/29/12          | 11/04/12        | M-----   |        |                            |         |     | 1                 | \$1,800.00  |     | 0.00          |      |                       |            |             |
| 29               | 4  | 10/27/12          | 10/27/12        | World Series<br>World Series on FOX                | CM-All | 7p-CC                      | -----S- | :30 | 2                 | \$2,300.00  | 2   | 0.00          | NM   | 2                     | \$4,600.00 |             |
| WORLD SERIES     |    |                   |                 |  |        |                            |         |     |                   |             |     |               |      |                       |            |             |
|                  |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                    |        |                            |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |                       |            |             |
| Week:            |    | 10/22/12          | 10/28/12        | -----S-  |        |                            |         |     | 2                 | \$2,300.00  |     | 0.00          |      |                       |            |             |
| 30               | 4  | 10/28/12          | 10/28/12        | World Series<br>World Series on FOX                | CM-All | 7p-CC                      | -----S  | :30 | 2                 | \$2,300.00  | 2   | 0.00          | NM   | 2                     | \$4,600.00 |             |
| WORLD SERIES     |    |                   |                 |  |        |                            |         |     |                   |             |     |               |      |                       |            |             |
|                  |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                    |        |                            |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |                       |            |             |
| Week:            |    | 10/22/12          | 10/28/12        | -----S   |        |                            |         |     | 2                 | \$2,300.00  |     | 0.00          |      |                       |            |             |
| 31               | 4  | 10/22/12          | 10/26/12        | M-F 5-6p<br>M-F 5-6p                               | CM-All | 5-6p                       | MTWTF-- | :30 | 1                 | \$1,000.00  | 2   | 0.00          | NM   | 1                     | \$1,000.00 |             |
| FOX 4 NEWS AT 5P |    |                   |                 |  |        |                            |         |     |                   |             |     |               |      |                       |            |             |
|                  |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                    |        |                            |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |                       |            |             |
| Week:            |    | 10/22/12          | 10/28/12        | MTWTF--  |        |                            |         |     | 1                 | \$1,000.00  |     | 0.00          |      |                       |            |             |
| 33               | 4  | 10/22/12          | 10/26/12        | M-F 4-5p<br>M-F 4-5p                               | CM-All | 4-5p                       | MTWTF-- | :30 | 2                 | \$375.00    | 2   | 0.00          | NM   | 2                     | \$750.00   |             |
| FOX 4 NEWS AT 5P |    |                   |                 |  |        |                            |         |     |                   |             |     |               |      |                       |            |             |
|                  |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                    |        |                            |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |                       |            |             |
| Week:            |    | 10/22/12          | 10/28/12        | MTWTF--  |        |                            |         |     | 2                 | \$375.00    |     | 0.00          |      |                       |            |             |
| N34              | 4  | 10/22/12          | 10/22/12        | MLB Championship Series<br>MLB Championship Series | CM-All | 3p-CC                      | M-----  | :30 | 1                 | \$3,600.00  | 1   | 0.00          | NM   | 1                     | \$3,600.00 |             |
|                  |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                    |        |                            |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |                       |            |             |
| Week:            |    | 10/22/12          | 10/28/12        | M-----   |        |                            |         |     | 1                 | \$3,600.00  |     | 0.00          |      |                       |            |             |
| N35              | 4  | 10/22/12          | 10/22/12        | MLB Championship Series<br>MLB Championship Series | CM-All | 3p-CC                      | M-----  | :30 | 1                 | \$3,600.00  | 1   | 0.00          | NM   | 1                     | \$3,600.00 |             |
|                  |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                    |        |                            |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |                       |            |             |
| Week:            |    | 10/22/12          | 10/28/12        | M-----   |        |                            |         |     | 1                 | \$3,600.00  |     | 0.00          |      |                       |            |             |
|                  |    |                   |                 |  |        |                            |         |     |                   |             |     |               |      | Totals                | 67         | \$71,920.00 |